Fast Pitch Best Practices

Medium: Online video conference; face-to-face interaction
- Pitcher must be on video
- Check your image
    - How is your lighting (backlighting?)
    - What's in your background? (logos are good)

Delivery: Timing and dramatic effect are important
- 90 seconds max; aim for less
- One pitch per PIO
    - Colleague from your institution might make a 2nd pitch
- Sequence and organization
    - Pauses, pace and dynamics improve the performance
    - Build for engagement, foster questions
- Practice your pitch
- Speak to the reporter; do not read your pitch

Content: Deliver like a news release, but fast, brief, include visual(s)
- Include essentials
    - Begin with lead
        - Articulate the story
        - Sell the story, not the frame
    - What makes this important?
    - What is new? Why now? (relation to breaking news?)
        - Publication/meeting
        - Controversy
- Leave out unessentials, improve story by removing distractions
    - Attribution, titles, grant, etc. do not support the pitch
    - Minimize background, and do not lead with background

Focus: Pitch to the interests, beat, and media outlet of the specific journalist
- Reporter's medium (print, t.v., radio, web)
- Quality of reporters' story interest
    - Feature
    - Hard news
    - Particular quirks...

Maximize the medium: Think and show visuals, even for text and radio reporters
- Practice screen sharing to make it work smoothly
- Ask colleague to perform your screen sharing
- You may use Power Point for a slide show for visuals only (please, no text)